DECEMBER 16, 1985

CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

CABLE COMING TO NEW YORK'S OUTER BOROUGHS

WESTINGHOUSE GIVES GROUP EXCLUSIVE NEGOTIATING RIGHTS

JONES BUYS NINE TRIBUNE SYSTEMS

NCTA PLANS HARD-LINE STAND IN MUST-CARRY DISCUSSIONS

BRAVO AT FIVE: SPIRITED GROWTH VIA WINGS OF CULTURE

CableVision

LEADING THE WEEK

Cable arrives in Queens 11
Serving 200 homes initially, with 4,000 more homes eligible for immediate wiring, Warner Amex will debut its system serving the New York City borough of Queens this week.

Group W winners 11
Westinghouse has granted Time, TCI and Comcast exclusive negotiating rights for control of Group W's 2.1 million subscribers.

Jones makes big buy 12
Nine systems, 170,000 subscribers and $237.5 million later, Jones Intercable will elevate to the 12th largest MSO position after purchasing the property from Tribune Cable.

Barden obtains financing 13
Barden Communications has secured financing to begin construction in Detroit as long as the company can get an additional $6.5 million in concessions from the city.

Vitt Media in Canada 13
Vitt Media International will market about 800 original programming hours created by TV Ontario, one of Canada's largest independent broadcast organizations.

Must-carry update 14
While President James Mooney holds that the NCTA will maintain a hard line during must-carry talks with broadcasting now in session, CATA's Steve Effros proposed contracts to avoid federal government intervention.

Western Show '85 16
With "Meeting the Challenge" as the official theme, the 1985 Western Show set the stage for discussion of such major issues facing the cable industry as the prominent trend toward system mergers.

TOPICS

Programming 19
Music from Motown stars, Aretha Franklin and Julian and John Lennon will dominate Showtime's 1986 original programming schedule. Showtime also plans to double its 1985 feature film output with movies such as *The Slow Burn* now in production.

Marketing 20
United Cable's marketing campaign in Boise, Idaho, introducing Cinemax, an across-the-board rate increase and an HBO upgrade promotion, has increased the system's numbers substantially.

New Business 21
Panelists at a recent Western Show forum conceded that data communications services via cable still suffer from an uncertain regulatory environment. One panelist, however, feels the cable industry must plunge into two-way data within the next year or risk losing it.

22
Another panel at the Western Show, "Scrambling for Success," discussed the continuing debate over the scrambling of satellite signals.

Business 23
At a PaineWebber seminar in New York operators informed industry analysts that increasing revenues, coupled with lower operating costs through consolidation and improved technologies, should result in higher earnings next year.

24
Cable networks must be prepared to invest a lot of money in original programming to keep a hold on the television market, according to representatives at a Western Show seminar.

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Cover story 16
Bravo celebrates its fifth anniversary in cable television this month. During its reign, the service, which boasts 360,000 subscribers, has brought numerous movies and original programming to the screen, including programs such as those shown on the cover (from left) *Swann In Love*, with Jeremy Irons portraying an upper class Frenchman in love with a courtesan, *The Four Seasons* ballet performed by the National Royal Ballet of Marseilles, and *Jazz Counterpoint* with jazz pianist Ramsey Lewis and host Billy Taylor.

Pay Per View Supply Chart

A listing of movies and events entering PPV distribution over the next three months.

January

Beverly Hills Cop (1/1) — Source: Paramount
MPAA Rating: R
Cast: Eddie Murphy, Lisa Eilbacher, Judge Reinhold, Ronny Cox
Running Time: 100 mins.

The Bride (1/1) — Source: Columbia
MPAA Rating: PG
Cast: Sting, Jennifer Beals, Clancy Brown, Phil Chong
Running Time: 120 mins.

Fright Night (1/1) — Source: Columbia
MPAA Rating: R
Cast: Chris Sarandon, William Ragsdale, Amanda Bearse, Jonathan W. Hardy
Running Time: 106 mins.

Gremlins (1/22) — Source: Warner Bros.
MPAA Rating: PG
Cast: Zach Galligan, Hoyt Axton, Frances Lee McCain, Phoebe Cates
Running Time: 106 mins.

The Legend of Billie Jean (1/15) — Source: TriStar
MPAA Rating: PG-13
Cast: Helen Slater, Christian Slater, Keith Coogan, Yeardley Smith
Running Time: 90 mins.

Lost In America (1/15) — Source: Warner Bros.
MPAA Rating: R
Cast: Albert Brooks, Julie Hagerty
Running Time: 92 mins.

Red Sonja (1/1) — Source: MGM/UA
MPAA Rating: PG-13
Cast: Arnold Schwarzenegger, Brigitte Nielsen, Armand Assante
Running Time: 89 mins.

Teen Wolf (1/24) — Source: Paramount
MPAA Rating: PG
Cast: Michael J. Fox, James Hampton, Scott Paulin, Jay Tarses
Running Time: 92 mins.

Vision Quest (1/15) — Source: Warner Bros.
MPAA Rating: R
Cast: Matthew Modine, Linda Fiorentino, Madonna, Michael Schoeffling
Running Time: 106 mins.

Warning Sign — Source: 20th Century Fox
MPAA Rating: R
Cast: Sam Waterston, Kathleen Quinlan, Yaphet Kotto, Jeffrey DeMunn
Running Time: 100 mins.

February

Agnes of God (2/1) — Source: Columbia
MPAA Rating: PG-13
Cast: Jane Fonda, Anne Bancroft, Meg Tilly
Running Time: 98 mins.

Jagged Edge (2/1) — Source: Columbia
MPAA Rating: R
Cast: Glenn Close, Jeff Bridges, Peter Coyote, Robert Loggia
Running Time: 108 mins.

Sex Exchange — Source: 20th Century Fox
MPAA Rating: R
Cast: Brooke Adams, Seth Allen, Sandra Beall, Ken Masters
Running Time: 96 mins.

The Ninth Configuration — Source: New World
MPAA Rating: R
Cast: Stacy Keach, Scott Wilson, Jason Miller, Ed Flanders
Running Time: 116 mins.

Pale Rider (2/12) — Source: Warner Bros.
MPAA Rating: R
Cast: Clint Eastwood, Michael Moriarty, Carrie Snodgress, Christopher Penn
Running Time: 113 mins.

Real Genius (2/6) — Source: TriStar
MPAA Rating: PG
Cast: Val Kilmer, Gabe Jarret, Michelle Meyrink, William Atherton
Running Time: 108 mins.

Source

Return to Oz — Source: Disney
MPAA Rating: PG
Cast: Fairuza Balk, Piper Laurie, Nicol Williamson, Jean Marsh
Running Time: 110 mins.

Secret Places (2/1) — Source: 20th Century Fox
MPAA Rating: PG
Cast: Marie-France Pisier, Tim Pigott-Smith, Corinne Jaber
Running Time: 99 mins.

Scandalous (2/13 2/19) — Source: New World
MPAA Rating: PG
Cast: Robert Hays, John Gielgud, Pamela Stephenson
Running Time: 93 mins.

The Stuff (2/13 2/19) — Source: New World
MPAA Rating: R
Cast: Michael Moriarty, Garrett Morris, Scott Bloom
Running Time: 86 mins.

Summer Rental (2/27) — Source: Paramount
MPAA Rating: PG
Cast: John Candy, Richard Crenna, Rene Russo, Karen Ludwig
Running Time: 90 mins.

Year of the Dragon (2/16) — Source: MGM/UA
MPAA Rating: R
Cast: Mickey Rourke, John Lone, Ariane
Running Time: 134 mins.

March

Commando (3/1) — Source: 20th Century Fox
MPAA Rating: R
Cast: Arnold Schwarzenegger, Dan Hedaya, Vernon Wells
Running Time: 90 mins.

Mad Max Beyond Thunderdome (3/13) — Source: Warner Bros.
MPAA Rating: PG-13
Cast: Mel Gibson, Tina Turner
Running Time: 107 mins.

Transylvania 6-5000 (3/27 4/1) — Source: New World
MPAA Rating: R
Cast: Jeff Goldblum, Ed Begley, Jr., Joseph Bologna, Carol Kane
Running Time: 92 mins.

Note: Running times are approximate.

Film information provided to International Thomson Corporation Inc. by Video

Sam Waterson and Kathleen Quinlan star in the adventure thriller "Warning Sign."

Franchising calendar

This chart examines the franchise status of communities since December 1985.

California

Cerritos—request for proposals issued.
Chino—award to Marsh Media.
Claremont—tentative agreements to award franchise to Masada Corp.
East Yolo—award to Sonic Cable 7-85 (10,000 homes).
La Puente—award to United Cable 11-28-84 (8,600 homes).
Los Altos—awarded to United Cable 12-84 (9,000 homes).
Palo Alto—awarded 10-7-85 to Cable Communications Cooperative of Palo Alto.
Rosemead—award to Falcon Communications 2-26-85 (13,000 homes).
South Monrovia—award to Falcon Communications 9-18-85 (5,300 homes).

Delaware

Wilmington—commission's recommendation under review by City Council.

District of Columbia

Washington, D.C.—award to District Cablevision 7-10-84 (25,1000 homes).

Illinois

Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6-13-84 (2,200 homes).
Elmwood Park—award to Continental Cable 12-17-84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County (17,500 homes).
St. Charles, Geneva—award to Centel 7-2-84 (10,000 homes).
Wheaton—award to Centel 7-2-84 (16,800 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky

Fulton—award to TCI 12-13-84 (2,400 homes).
Loretto—terminated franchise process.
New Haven—award to First Pic.

Maryland

Baltimore—award to United Cable 12-19-84 (30,200 homes).

Massachusetts

Belchertown—negotiations with Clearview Cable completed, preliminary award expected.
Belmont—accepting proposals. Public hearing scheduled 8-13-85 (2,760 homes).
Lincoln—bids due 10-18-85 award expected.
Marblehead—award to Continental Cable 12-84.
Medfield—awarded to Massachusetts Cablevision Inc.
Mendon—award to Massachusetts Cablevision Systems 1-7-(1,200 homes).
Middleborough—award to Continental Cablevision 5-14-84 (10,834 homes).
Nahant—reviewing proposals from Continental Cablevision and Nashoba Communications.
Rochester—final hearings in progress on proposal from American Cable.
Sandwich—award to Campbell Communications (5,000 homes).
Seekonk—Award to Massachusetts Cablevision 6-85 (6,000 homes).
Shirley—provisional license granted to Nashoba Communications 10-84. Reviewing contract. (1,827 homes).
Southborough—awarded to Greater Worcester Cablevision 8-13-85.
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams Russell 9-84 (1,600 homes).
Townsend—provisional license to Nashoba Communications Inc.

New Jersey

Jersey City—moving ahead on municipal ownership despite lawsuit by Controlled Cable originally granted franchise.
Patterson—reviewing U.S. Cable joint venture application.

New York

Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12-84 (1,100 homes).
Portland—cable committee formed to begin franchise process. Tribune Cable, Harborview and U.S. Cable sent letters expressing interest (150 homes).

Rhode Island

Naval Education and Training Center—accepting proposals (2,900 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—Bellevue Cablevision Inc. awarded franchise. (29,500 homes).

Washington

Battle Ground—new ordinance drafted. Soliciting interest from operators.
Seattle—city is divided into four parts. Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2 FP; outer boroughs—FG
2	Los Angeles	City is divided into 14 areas (A to J) 4 OP, 5 UC
3	Chicago	City is divided into five areas: Area I-FG; Areas II, III OP; Areas IV, V-FG
4	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5	San Francisco	OP systems to be upgraded
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FG
9	Cleveland	RP
10	Dallas-Ft. Worth	Two systems OP
11	Houston	Two systems OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle-Tacoma	City is divided into five parts: 3-OP; 1-RP; Tacoma OP
15	Minneapolis-St. Paul	OP-UC
16	Atlanta	OP
17	St. Louis	OP-UC
18	Tampa-St. Petersburg	OP-OP
19	Denver	OP
20	Baltimore	FG
21	Sacramento	OP-OP
	Stockton	
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford-New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	OP
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence-New Bedford	OP-OP
34	Orlando-Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville-Asheville-Spartanburg	Three systems-OP
39	Grand Rapids-Kalamazoo-Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh-Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston-Huntington	Two systems-OP
47	Norfolk-Newport News-New Hampton-Portsmouth	Four systems-OP
48	Harrisburg-York-Lebanon-Lancaster	Four systems-OP
49	Wilkes-Barre-Scranton	Two systems-OP
50	Albany-Schenectady-Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RPP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.